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Cultural Tourism and Urban Function Turn. From Fordism to post modernity in Turin (Italy)

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Cultural tourism and change in the function of the city. The experience of Turin

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ABSTRACT

To explain the transition that has involved Turin in overcoming a Fordist model, the history of the city has been passed through a brief review, especially considering the maturation of a tourist vocation. Among the tourism development projects carried out by the Public Administration of the City of Turin, the Palace of Venaria project is then presented because it was promoted by the European Union and was considered the most significant program for the redevelopment of a cultural asset in Europe. In fact, the transformation of this architectural heritage was particularly difficult because of the nonexistence of a model and / or a similar experience as an inspiration in building strategies to promote the territory as an international tourist destination.

The confirmation of the success of a new cultural vocation for Turin has been pursued trying to evaluate the attractiveness of the city with a survey about attractive cities, where Turin was considered as a particular case.

The analyzed sample consists of 245 Italian citizens, of which 132 are inhabitants of Turin or the metropolitan city, allowing interesting comparisons. Among the question asked are: the principal reasons for choosing a particular city as a travel destination, the last tourist destination area visited, the most important features of a touristic city. Then, among the questions specifically referred to Turin: the prevalent characteristic of Turin (expressed by residents and non-residents), an evaluation chart of residents' quality of life, the main causes of the Turin touristic transition. Some multivariate statistical techniques allowed to jointly consider several answers, in order to investigate people's different profiles.

Keywords: Turin; Palace of Venaria; Survey; Principal component analysis; Multiple correspondence analysis